CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

FORTIETH YEAR OF PUBLICATION 1915 - 54

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 46, NO. 10 TORONTO, ONTARIO, CANADA MARCH 6, 1954

Cook(e)-in With Gas

Left: The inspiration of our caption, Jack Kent Cooke, whose generous contributions to Variety Tent 28, Toronto, of the Maple Leaf Stadium for Variety's Sports Events, has enabled Variety Tent 28, to raise a considerable amount of the yearly Funds, required for the operation of Variety Village Vocational School for Handicapped Children.

Centre: His Worship, the genial and jovial Allan A. Lamport, Mayor of Toronto, and John J. Fitzgibbons, C.B.E., President of Famous Players Canadian Corp., and one of the original Founders of Variety Tent 28.

This photograph was taken at the Third Annual Graduation Dinner, of the students of Variety Village, Royal York Hotel, Thurs., Feb. 25th, Toronto.

YEAR'S RETURNS FOR AMUSEMENT TAX, ANNUAL FINANCIAL REPORT, PREMIER L. M. FROST OF ONTARIO, REACHED THE TREMENDOUS FIGURES OF $6,667,475. THIS IS THE HOSPITAL TAX COLLECTED FROM ALL PLACES OF AMUSEMENT IN THE PROVINCE OF ONTARIO.

VANCOUVER NEWS

By JACK DROY

Motorists won't be able to get any free glimpses of Drive-in theatre screens as they drive along highways from now on. New traffic regulations approved by the B.C. provincial government specify that screens must be placed so that no picture on the screen is visible from the highway, which has been causing a traffic hazard according to Royal Canadian Mounted Police who are in charge of road traffic in this area. Many outdoor theatres in British Columbia will have to make changes in their screen spots to come within the new law.

British Columbia's amusement tax will be reduced with the understanding that the cut will be passed on to theatre patrons. The question was debated in the house on the Speech from the Throne at the opening of the Legislature, which passed on a reduction of children's clothes and shoes and a 10 per cent tax on liquor by the glass to become exempt under the present 3 per cent sales tax, and a reduction of auto registrations fees, which were cut by 25 per cent. B.C. revenues reached a new high of $161,-765,536 compared with $143,771,-541,in the last year.

Four downtown theatres are at present showing pictures at advanced prices at a dollar top, up from 75c.

Martin Luther caused so much critical newspaper comment with letters to the editor that the papers have stopped publication of them. The pro and con dispute on the reason for the Quebec banning of the picture was a first rate topic. Note film is still playing to capacity business at the Studio at advanced admissions.

Prairie News

BRUCE PEACOCK

Theatre employees were the cheapest baby-sitters in western Canada, Hugh Vassos, Melville, Sask., theatre manager, said in a recent address to the Melville Home and School Association.

If was obvious many parents sent their children to Saturday afternoon shows so they could have a few free hours themselves, he said. He felt some plan could be worked out whereby he could be assured of a certain amount of revenue for an eight-week period so he could buy films suitable for school-age children. He suggested the sale of 400 eight-ticket books at $1 in the schools.

With the co-operation of the home and school organization and a board of parents to help select pictures, he would try to bring in the movies they chose if the theatre could break even, or nearly so, on them, he said.

Chrysler Corp. has announced an arrangement for a 100 year loan, to the amount of $250,000,000 with the Prudential Insurance Co. of America. L. Colbert, President, stated, that the loan is to finance continuing expansion and modernizing production facilities. Chrysler will issue notes to Prudential at 3¾% interest.

●

On March 1st the New York Stock Market reached a 1954 high. There were 79 highs registered and 6 lows.

●

Robert Weitman, Vice-President American Broadcasting-Paramount Theatres, has announced Invitation To Hollywood as new title of TV series to promote the Motion Picture Industry.

●

Alex Harrison takes on temporary appointment as Western Sales Manager for 20th Century-Fox, the post which the late Edwin W. Aaron held. Mr. Aaron, we regret to report, died suddenly two weeks ago.

●

In England, Independent exhibitors are calling the J. Arthur Rank vs. 20th Century-Fox disagreement on CinemaScope, Stereophonic Sound Equipment, a battle of the Titans.

●

Allied Artists reports that Walter Wanger's, Riot in Cell Block 11, playing in Michigan area, has resulted in holdovers in all houses playing the picture.

●

Universal-International achieves an all-time business record with the Glenn Miller Story, which opened in about 200 cities on Washington's Birthday, and attained receipts exceeding any picture which this company released in its 40 years' history.

●

CinemaScope pictures will be showing in more than 1,000 theatres in Latin America, Europe, Asia, Africa and Australasia by the middle of April; 20th Century-Fox reports 700 orders are being currently processed by manufacturers of CinemaScope equipment.

●

Brandt Theatres take over Rialto Broadway Theatre from James Mage, who operated it on a lease which Arthur L. Mayer had. This gives Brandt four Broadway first run houses.

●

Palm Springs residents pay an average of $10.00 per month for Telemeter reception of new pictures, according to Carl Leserman, Telemeter president. Pictures are furnished by Warner Bros., MGM, Paramount, Republic, U-A. Set-owners pay $1.00 per picture.

Ray Presents

I HAVE never heard Mr. Herbert J. Yates discussing our business in a pessimistic tone. I have never seen Mr. Yates "down in the mouth," which expression I interpret to mean, crying bad times.

I have seen and talked with Mr. Yates many times, dating back to our early years, and I have always admired his optimistic spirit, his sense of values, his down-to-earth policies, his showmanship and his spirit of perpetual youth.

I have known him a sufficient number of years, to know how old he is, but what he has done to the March of Time, is to have pushed the years back, walked up at the head of the march, keeping in step with the youngest of our leaders.

THIS always happens, when the creative forces are kept active, and our, objective is not directed towards waiting for the day, when we can retire.

Nursing that thought, can make any one of us grow old, and incapacitated, quicker than any other thought of which I know.

It is harassing and tiring, not to have sufficient time to breathe deeply, and this condition is not conducive towards maintaining good health, it may even fertilize a crop of ulcers, but the dead weight of, all the time in the world, and no job, nor responsibility, is the fastest way, in which we can melt away, of which I know.

TIME is something which we cannot touch, taste, see, hear or smell, unless you wish to argue, that the rising and setting of the sun, is something, which we see, and with which we can measure time.

But there is time, after the sun sets, and we have calendars, which mark weeks, months and years for us, all computed in the measure of Time.

But all of these are not Time, Time which is, but without an existence, and Time which can accumulate to such a state of weight, if not used, that its pressure can weigh us down.

THERE must be something of the Elixir of Life flowing through Show Business, which keeps the veterans of it actively alive. A stamina which belongs to that generation, we call our Mothers' and Fathers', and which some of us inherited, despite scientific and statistical reports, which reveal the life-span has increased today.

Perhaps, the life-span has for the people in other businesses, but for Show Folks, who talks about how old you are? Who cares?

The only time, we become conscious of our years, is when we do something which we regret, or we have, as we say, "missed the bus", then we say to ourselves, "I am old enough to have known better."

BUT to return to our still young, Herbert Yates, who with Mrs. Yates, left recently for Europe.

Mr. Yates attributes increased box-office returns, on pictures, to the better quality of pictures which are being presented, plus the added appeal in the stories selected, which better pictures, Mr. Yates calls, "the lifeline of the Industry."

In commenting on Republic's product, the president of the company stated, that producers are aware, that pictures cannot be just manufactured, they must, if they are to get big results, be hand-tooled.

Republic pictures already completed are at a production cost of $15,000,000, stated Mr. Yates, and include Jubilee Trail, starring Vera Ralston; Joan Crawford in Johnny Guitar and Make Haste To Live; Laughing Anne and Trouble In The Glen, The Outcast, The Shanghai Story.

EACH picture will have a gala opening, and a campaign similar to the one given to, Jubilee Trail. "Campaigns are most important to make the public aware of big pictures," said Mr. Yates.

Empire-Universal distributes Republic Pictures, in Canada, and while I am mentioning Empire-Universal, I must say, that it gives me great pleasure to note, that, The Glenn Miller Story, has even surpassed its box-office expectations.

Months ago, when I was talking to Al Perry, Empire-Universal President, he told me how good, The Glenn Miller Story was.

I am accustomed to hearing Distributors tell me how good are certain pictures of theirs, but Al Perry keeps busy selling pictures and you know, he has a tremendous driving force. He does not do much talking, and so, when he said to me, "wait until you see this picture, The Glenn Miller Story, Ray, it's really something to shout about", I knew, that he was not publicizing, he meant what he said, and I took what he said seriously, because he generally knows what he is talking about.

WHEN I saw the pre-release showing, I knew, that, The Glenn Miller Story had "It", a quality of Entertainment which can best be described as, "hitting the Jack-pot."

This was "It", the "It" for which all producers hungrily strive, and for which all Distributors earnestly pray.

You have seen Universal's top executives at work, and at play, the latter play-reference is when they have come to Toronto, and we have dined with them.

It might have been play for us, but believe me, they were working. No wonder Universal is doing the business which it is doing all over the world.

THIS applies to some other companies, whose executives, whose top men, and next in line are working like—you know the word I wish to use, but I do not wish use a swear-word now, because I have it in mind, to swear a little later on, and two "swears", in one Ray Presents, I swear is too much.

I do not care how good your trademark is, nor if its past performances are good, it certainly helps to sell, I do not care how good your pictures are, of course, if they are good, it more than helps, but if you take the selling for granted, believing in that beguiling adage "Nothing succeeds like success", it is going to cost you thousands of dollars, perhaps, if the potentiality is there, millions of dollars, for, nothing succeeds like work, is closer to the truth.

TAKE United Artists as a recent living example, could any company have been closer to extinction than was United Artists?

It is not necessary for me, to remind you, how from the very top, they all worked.

The same thing will happen with RKO, if Jimmy Grainger and Walter Boasberg can get everyone working to their respective speed.

I was glad to note, that Jack Labow's District, Canada, was first in the "Billings Drive." Congratulations Jack, it is a good start. Jack Labow, I have known ever since he was a young lad, his mother was secretary of the Women's Division, Wingate Branch, War Veterans, B.E.S.L., of which Branch I was founder and President for thirteen years.

JACK LABOW was going to school, in those years, and I remember when his mother first told me, "He's in your motion picture business."

(*Continued on Page 7*)

Toronto and District

By BILL PRESS

Jack Chisholm got away from Toronto, in his transfer to the Associated Screen News head office in Montreal, without the accolade of former associates and friends here, literally in their hundreds.

Toronto Variety Tent No. 28, of which he is a Past Chief Barker, caught up with Jack and his wife, however, when they were guests of honor at a social gathering of Barkers and their ladies Friday night, Feb. 26, in the Variety clubrooms, with food and fun "on the house."

Chisholm, International Press Guy, was in Toronto for the third annual graduation night for Variety Village on the previous night at the Royal York Hotel.

Famous Players Canadian Corp. declared a dividend of 37½ cents for the first quarter of 1954 on each of the outstanding common shares, the payment to be made March 26 to stockholders of record March 11. The dividend is at the yearly rate of $1.50.

With the stock at $20.50 recently, this is equivalent to a yield of slightly less than 7½ percent.

The question is: Where did Manager Barry Carnon go when he put out the "Ladies Only" sign at the matinee of "The Sinner" at the Hyland Theatre on Wednesday, Feb. 24. The reason for the exclusion of all males was an intimate stage presentation, "Foundations in Fashion." If you don't know what "foundations" are, you wouldn't be interested, anyway.

H. C. D. "Dick" Main told this writer some time ago how happy he was to have his parents at the Simcoe Theatre, Sutton. The other day there was quite a family celebration when his father, A. G. Main, manager of the theatre, observed his 74th birthday. Mr. and Mrs. A. G. Main are looked upon the oldest active couple in theatre management in Canada.

Manager Ernie Smithies of the Famous Players' Capitol Theatre, Kingston, conducted a special advance screening for clergymen and other religious representatives of "Martin Luther" prior to the opening engagement March 1. Favorable comment was published in the Whig-Standard as a result of the private showing of the controversial picture.

Mrs. James R. Nairn, president of the Toronto branch of the Canadian Women's Press Club, is actively engaged in preparations for the Golden Jubilee of the organization with a function scheduled for June 2. Awards totalling $400 will be presented to Canadian women writers.

Although she said she was "scared stiff" when a gunman demanded the contents of the till Feb. 22, Cashier Audrey Deby of Shea's Theatre saved a considerable portion of the night's receipts through her presence of mind.

She handed over a number of $1 and $2 bills after which the yegg took to his heels. Manager Len Bishop said the loss totalled $55, the cashier having kept the large banknotes out of sight.

The latest member for the Motion Picture Theatres Association of Ontario is the Empire Theatre, 400 seats, at Thessalon in the North Country.

FAREWELL OAK STREET

A CANADA CARRIES ON RELEASE

"My wish is that everyone could see it. It does an excellent job of depicting how couples with small children can be helped, through Dominion-provincial-municipal housing projects, to find adequate housing at a reasonable cost."
—HIS WORSHIP ALLAN LAMPORT, MAYOR OF TORONTO.

SEE THIS FRANK, DRAMATIC STORY OF HOW A SUB-STANDARD AREA OF TORONTO WAS REBUILT, GIVING NEW HOMES AND NEW HOPE TO 1,300 FAMILIES.

BOOK NOW — THRU COLUMBIA

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

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Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: EMpire 8-8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

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Maritime News

HELEN CROWLEY

After 41 years in the Motion Picture business, Mr. Frank J. Fitzgerald, Saint John, can speak very interestingly regarding the changes that have taken place in this now great Industry. Mr. Fitzgerald has literally grown up with the Famous Players "Capitol" Theatre on King Square.

At the time of its formal opening in "1913", at that time called the 'Imperial', he was Stage-Manager having come there from the old Saint John 'Nickel' where patrons were charged five cents a head.

Mr. Fitzgerald was Stage-manager until 1929 when the 'Imperial' was renamed the 'Capitol.' He is still there, spry as ever, after more than forty years. At times, he will reminisce regarding the hallowed days of the 'Imperial' — the top vaudeville, opera and silent movie palace of New Brunswick. Mr. Fitzgerald feels very proud of the modern revamped 'Capitol' which can now compare with the most deluxe houses anywhere. Among the famous Stars he can recall who played this theatre are Harry Lauder, Gracie Fields, Edgar Bergen and Ethel Barrymore. He also remembers the day that Walter Pidgeon, then a pianist and singer, appeared at the 'Nickel.'

Mr. Fitzgerald recalls that in '1929' the 'Imperial' was the first theatre in the Maritimes to start 'talkies'. Its first Sound movie was "The Desert Song" with John Boles. Mr. Fitzgerald started in Show-business when only 16.

Very active, he is remembered by movie patrons who have been attending the 'Capitol' since the days they were children. To the theatre staff of 25, he is a combination, instructor and father-confessor. From his 40 years spent in the 'Imperial' and 'Capitol' theatre, he has learned to look ahead with optimism, but is happy that he was around to watch the evolution of the theatrical business and see it keep pace with ever-changing times. It has 3-D pictures now and may soon be showing CinemaScope.

NOW'S THE TIME TO FALL IN LOVE WITH

THE Eddie Cantor STORY

COLOR BY TECHNICOLOR

WARNER BROS. ONE-IN-A-MILLION ENTERTAINMENT

THAT SPANS THE FABULOUS SHOW CAREER

OF AMERICA'S ONE-IN-A-MILLION GUY!

STARRING

KEEFE BRASSELLE — He becomes a star of stars—as Eddie Cantor! — MARILYN ERSKINE

with ALINE MacMAHON and WILL ROGERS, Jr. AS HIS DAD

SCREEN PLAY BY JEROME WEIDMAN, TED SHERDEMAN AND SIDNEY SKOLSKY

PRODUCED BY SIDNEY SKOLSKY • DIRECTED BY ALFRED E. GREEN • Musical Numbers Staged and Directed by LeRoy Prinz • Musical Direction by Ray Heindorf • CAN BE EXHIBITED ON WIDE SCREENS

Friends and members of Variety Club and Variety Village, at the Third Annual Graduation Dinner of the students of Variety Village, gathered together to witness and to participate in the diploma-giving ceremonies, Royal York Hotel, Toronto, Thurs., Feb. 25th.

Head Table (Top), left to right: Mr. and Mrs. Morris Stein; Reverend George J. Cherrier, O.B.E.; Mrs. Jack Chisholm; Jack Chisholm; Reginald Hopper, Executive Director, Ont. Society For Crippled Children; Mrs. and Mr. Jack Kent Cooke; Mrs. and Mr. Harry Kimber, Editor, Globe & Mail; Mrs. and Dr. Chester Walters, C.P.A., C.A., Controller of Finances, Province of Ontario; Chief Barker, William A. Summerville, Jr.; Col. Wm. C. McCraw; Mrs. Wm. Summerville, Jr.; Mayor Allan A. Lamport and Mrs. Lamport; Mr. John J. Fitzgibbons, C.B.E.; Mr. John Bassett, Toronto Evening Telegram; Rabbi Slonim and Mrs. Slonim; L. Beattie; Mrs. Reuben Bolstad and Mr. Reuben Bolstad, Immediate-past Chief Barker, Variety Tent 28, Toronto.

Second Head Table, left to right: Mr. and Mrs. George Altman; Mrs. Monty Hall; Monty Hall; Mr. Clare Appel; Mrs. Harry Mandel and Mr. Mandel; Mrs. and Mr. J. Arthur Robertson, Principal, Variety Village; Mrs. Madison; Mr. Herbert Allen; Mr. and Mrs. Lou Davidson; Mr. & Mrs. Ernie Rawley and Mr. Madison, Asst. Principal, Variety Village.

In Front of the second head table, and to the right, the graduating students of Variety Village.

Students of Variety Village Receive Graduation Diplomas In Toronto

At the Royal York Hotel, on Thursday, Feb. 25th, hundreds of members and friends of *Variety Tent 28*, and *Variety Village*, met at the Third Annual Graduation Dinner in honor of the graduating students, of *Variety's Vocational School for Handicapped Children.*

A total of seventy-one students have now graduated from *Variety Village School*, and we were told, that this year, these students, who have graduated and are in jobs, will earn $140,000 collectively.

Looking at the achievement of these students, what they have had to overcome, looking around the ballroom and singling out the members of *Variety Tent 28*, and measuring the extent and the worth of what they have accomplished, we must be convinced that we have within us a strength which has no limit or boundary, and that where there is a desire to serve, there will always be found The Way.

We are reminded here, of the last sentence of a short address which *Mr. Fitzgibbons* gave during the dinner, reminding us all, including the students, to remember *Variety Village*, wherever we may be, "and if you cannot send anything back, send back a prayer."

We have, already, in *Ray Presents*, selected for you, what we considered impressed us most, but we now present Chief Barker William Summerville Jr.'s opening remarks.

"I am sure that I need not explain the nature of this occasion, a good many of you, as my fellow Barkers, helped to create it; while those present as guests of Barkers are here because of their understanding and support of our work.

"What is happening here tonight, is just another of those traditional yearly and enjoyable Canadian customs that we call a harvest celebration. Another crop is in, and, like all those whose hopes and efforts have been well rewarded, we are thankful . . . For *our crop* is the most valuable of all crops—*the crop* on which the Canada of tomorrow depends . . . *Youth.*

"Once again, we have harvested a reward that is rich, fine *and* abundant—the happy and independent young Canadians from *Variety Village* who are to receive their diplomas here later this evening."

Mr. Summerville introduced *Mr. John J. Fitzgibbons, C.B.E.* with the following words:

"What the Variety Club of Toronto owes to *John J. Fitzgibbons*, cannot be described or measured in one evening, for he was our first Chief Barker, and he led us through the years of struggle that came to a victorious climax with the opening of *Variety Village*, on November 15, 1949.

"When the Heart Award was created, he was a natural choice as the first to receive it. I need not dwell on his service to our community and our country, for these have been many times acknowledged, and are a matter of public record.

"I am going to impose on his good nature and ask him if he would mind saying a few words . . . *John J. Fitzgibbons.*"

Other speakers, introduced by *Mr. Summerville*, in a similar vein, were, *Dr. Chester S. Walters*, Controller of Finance, Province of Ontario; *Reginald Hopper*, Executive Director, Ontario Society for Crippled Children; *J. Arthur Robertson*, Principal of *Variety Village* and *Col. Wm. C. McCraw*, Executive Director of *Variety Clubs International.*

UA'S THIRTY FIFTH ANNIVERSARY DRIVE

The second six-week lap of *United Artists'* 35th Anniversary sales drive honoring President *Arthur B. Krim* has ended with the Dallas, St. Louis and St. John (Canada) exchanges winning first-prize money in their respective groups, it was jointly announced last week by co-captains *William J. Heineman*, Vice-President in charge of distribution, and *B. G. Kranze*, general sales manager.

The managers of the *UA* exchanges taking top honors in the second phase of the six-month sales push are *W. C. Hames* of Dallas, *D. J. Edele* of St. Louis and *I. J. Davis* of St. John.

A second-place cash award went to the Vancouver branch, headed by *H. Woolfe.*

MR. EXHIBITOR

! ! ! ! !

HAVE YOU STOPPED TO CONSIDER

? ? ? ? ?

That the Income You Receive for Showing ADFILMS **is NET**

(Except for Income Taxes)

It's Worth About **SEVEN** Box-Office Dollars to You!

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Drop a Card to:

ADFILMS LIMITED

77 York Street, Toronto

And One of Our Representatives Will Call to Explain How **YOU CAN MAKE EXTRA REVENUE — AT NO EXTRA COST**

Ray Presents

(*Continued from Page* 3)

Now, Jack is our most recent Canadian District Manager, of a Major Distributing company, which again proves that there is room at the top, for our younger men, who have vision, courage, perseverance, a capacity for hard work and an infinite patience. In our life we have time to acquire all of these attributes.

There were several things which impressed me, at the Variety Graduation Dinner and Ceremonies, on last Thursday Night, Feb. 25th, at the Royal York Hotel.

Foremost, was the dignity of the acceptance of life, as they lived it, of the graduating students.

SECONDLY, the poise and easy manner, the warmth, the cordiality and the capability of William Summerville Jr., for the important office of Chief Barker of the Toronto Tent.

Thirdly, the simplicity, sincerity and real brotherhood contained in the short talk delivered by John J. Fitzgibbons, C.B.E.

Fourthly, that delightful character and personality Colonel William McCraw, of Texas, whose wisdom, diplomacy, friendliness, good humour and wit, plus a flowing fount of important and potent sentences, held every one of us, for what must have been close to forty minutes, all attention, with "never a dull moment."

FIVE, J. Arthur Robertson, principal of Variety Village's Vocational School for Handicapped Children. It appeared to me, that here was a spirit of fatherhood towards the students, that Mr. Robertson was doing more than a job, he was expressing a dedicated service.

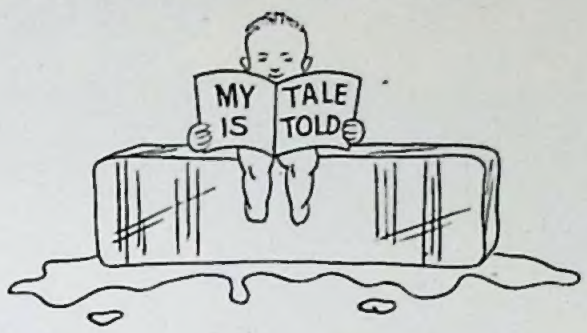
Six, the fine order and management of all the many arrangements, necessary in making this event a successful evening.

Seven, the expression on the faces of past Chief Barkers, the other officers, the committee members, the canvas-men, and general members, not overlooking their ladies, whose faces beamed with a radiant, and soft gladness.

I thought to myself, it is very evident that there is much more fun in trying to be good than bad. Imagine all the concentrated service in all of the 41 Tents of Variety, and what a helluva time Lucifer must have, trying to keep his face from getting red, when so much goodness gets together.

WHICH reminds me, that the next big get-together is at Dallas, Texas, the Adolphus Hotel, the 18th Annual International Variety Clubs Convention, March 22-25th, to which I have had a special invitation.

May be, I can make it. In our Show Business, we don't reckon much on a horse's-neck kind of a word, spelled, Impossible. Anyway, let there be no feudin' and fussin', git thar, you all, March 22nd.



COLUMBIA SETS 26 FILMS FOR YEAR

Columbia Pictures has set its production program for the year at twenty-six features, seven of which will be made by independent companies affiliated with the studio through financial and distribution agreements.

Four of the latter group will be made abroad, three by *Warwick Productions*, which maintains operating headquarters in England. Also in the overseas quartet will be *David Rose's* production in London of the *Graham Greene* novel, "The End of the Affair."

The company's Hollywood studio will be kept busy with the other twenty-two pictures, including three from *William Goetz Productions*. However, some of these pictures will involve location trips out of the country, such as "Joseph and His Brethren," the Biblical drama which is to be produced by *Jerry Wald*, studio executive producer.

Actual filming on the new program started last week when "Three for the Show" (originally called "The Pleasure Is All Mine") went before the *CinemaScope* camera. This is the studio's first experiment with the wide-screen process, which also is scheduled to be used on "Joseph and His Brethren," "Mr. West Point," "Pal Joey" and other pictures.

PARAMOUNT UNVEILS VISTAVISION

Paramount Pictures, will take the wraps off its own new form of film presentation this week.

The studio's development, called *Vistavision*, was demonstrated for the press Tuesday afternoon. For several weeks the company's technical experts, led by *Loren Ryder*, have been engaged in perfecting the process on a closed sound stage.

A selected number of visiting theatre chain executives already have seen the system demonstrated. *Walter Reade*, New Jersey theatre operator and president of the *Theatre Owners of America*, attended a showing of *Vistavision* last Friday with *Barney Balaban*, president of *Paramount*. *Mr. Reade* recently was involved in a dispute with *Fox* over its insistence that Stereophonic Sound is an essential of the *CinemaScope* process.

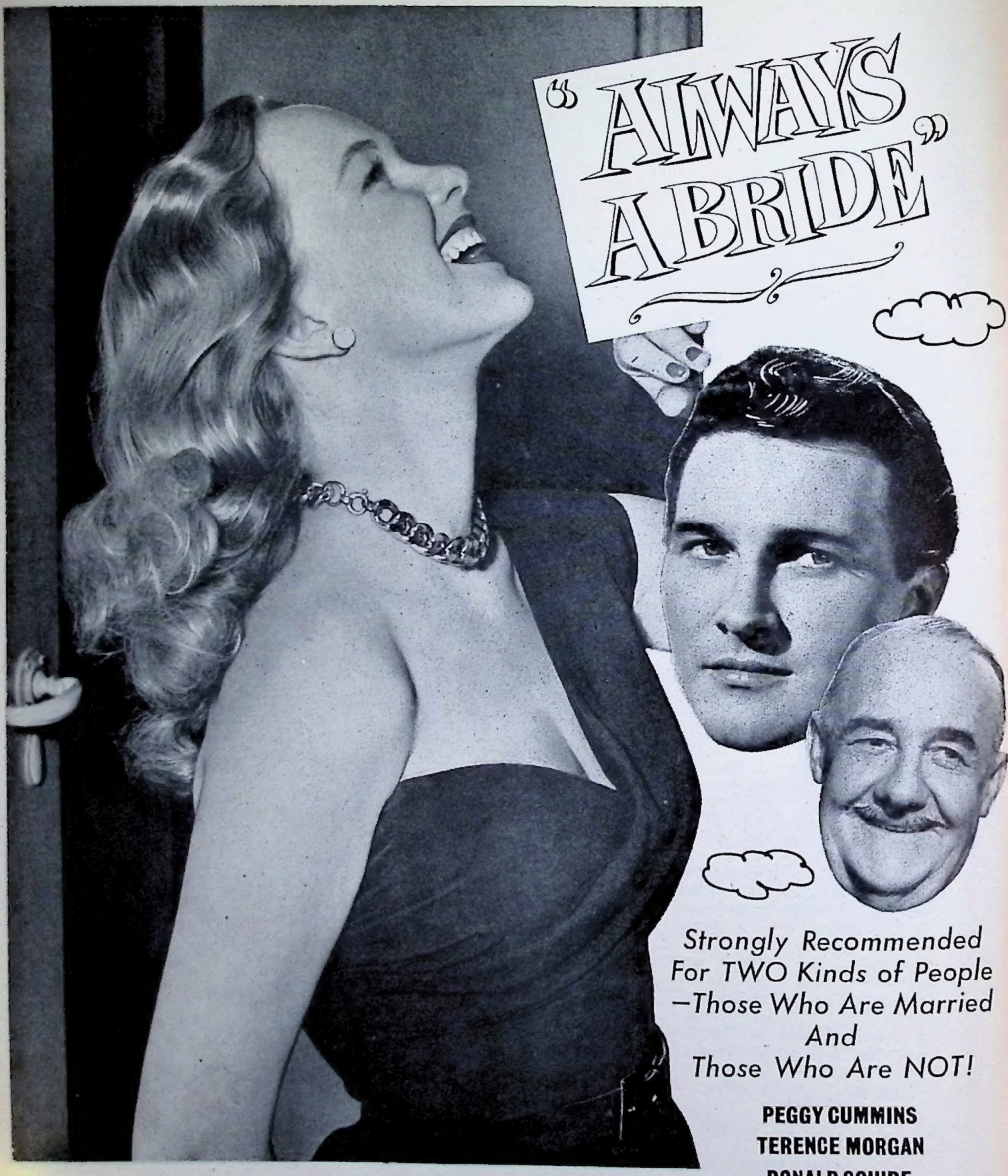
Paramount used what it calls the "Lazy Eight" camera to film the *Bing Crosby-Danny Kaye* musical, "White Christmas," and also is photographing "Big Top," *Dean Martin-Jerry Lewis* comedy, in the same manner.

The "Lazy Eight" is not a new camera. It is a standard camera in which the mechanism has been rearranged so that the film is fed past the lens horizontally instead of vertically. The photographic image is thus spread over two frames instead of one. The film then is optically reduced to regular 35 mm. width in printing for projection. This method increases light intensity and eliminates grain, permitting a picture to be "blown up" on the theatre screen without any loss of pictorial values.

Whether this is the principle of *Vistavision*, or if the process embodies other features, could not be determined today.

Some of the charming members of the Women's Committee of Variety Village, left to right, Mrs. Louis Davidson, Mrs. William Summerville Jr.; Mrs. Jack Kent Cooke and Mrs. Ernie Rowley. Principal J. Arthur Robertson, of Variety Village, voiced a special tribute to the Women's Committee, which he said helped to make the school radiate a feeling of home for the boys who lived there.

HER HEART BELONGED TO DADDY
—BUT THE THINGS HE DID WITH IT! WOW!



Strongly Recommended
For TWO Kinds of People
—Those Who Are Married
And
Those Who Are NOT!

PEGGY CUMMINS
TERENCE MORGAN
RONALD SQUIRE

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

Children's Film Library Committee Luncheon Meeting Held In Toronto

Mrs. Marjorie Dawson, whose brain-child is the Children's Film Library, is an ardent and most enthusiastic supporter of the Children's Film Library, to which purpose Mrs. Dawson has converted thousands of exhibitors, and, also, producers and distributors.

Mrs. Dawson came to Toronto, last Thursday, Feb. 25th, to speak at the luncheon meeting of the Toronto Children's Film Library Committee, at the Royal York Hotel.

Among those present, from the Film Trade, was Mr. John J. Fitzgibbons, C.B.E., President of Famous Players Canadian Corp., Mr. Frank Fisher, Pres. of M.P.D.A., Mr. Clare Appel, Executive Secretary of M.P.D.A., Mr. Nat Taylor, Pres. Twinex Theatres and I.F.E. and Mr. Harvey Harnick, Executive Assistant to the President of Columbia Pictures of Canada. Representatives of the daily and trade press were also present, among many other guests at the luncheon.

The Children's Film Library has travelled a long road, since its inception. At first, as The Digest remembers, it was an uphill road, but Mrs. Dawson soon broke down any opposition to the idea, by her enthusiasm, and her clear-cut sensible grasp of the Childrens Film Library question.

Soon exhibitors realized that children's matinees, with pictures which had been specially selected, as entertainment for children, and in which the children themselves played an important part in the selection of the pictures, made movie patrons of the children, and established good public relations.

Motion pictures gained many valuable friends, as an example, the member sponsors of the Children's Film Library Committee of Canada are: Legion of Decency, Girl Guides of Canada, Canadian Film Institute, National Chapter, I.O.D.E., National Council of Women, Canadian Council of Churches, Canadian Teachers' Federation, Catholic Women's League of Canada, National Council of Jewish Women, The Canadian Motion Picture Council, Federated Women's Institutes of Canada, Canadian Federation of University Women, Assoc. of the Junior Leagues of America Inc., Canadian Home and School Parent-Teacher Federation.

Mrs. Dawson, during her talk, brought out the point, that Television had not decreased the attendance of children at the children's matinees.

An interesting report was, that what was found suitable and entertaining in a film, to a child ten years ago, was not enjoyed by the children today.

Children will enjoy a family group picture with their families, much better than seeing such a picture with only other children present.

Children enjoy pictures which have a clearly defined hero and heroine, no nearly good was good enough for them, and particularly, they liked pictures with a happy ending, much like the adults of the U.S. and Canada, "Who," said Mrs. Dawson, "are basically of nations who believed in happy endings, which is refreshing in the world, today."

Children like slapstick, and dignity suddenly upset, said Mrs. Dawson, and they have a distaste for passionate love scenes.

A story, told to Mrs. Dawson, by Mrs. Nat Taylor, was repeated, and since it is so typically true of little boys of a certain age, we repeat it here.

Two little boys were watching a picture, where the hero was making love to the heroine. They were not enjoying the scene at all, until one little fellow said to the other, "aw, let's just pretend he's choking her."

Mrs. Dawson thanked Mr. Fitzgibbons for the great cooperation she has received from him, and she acknowledged, with thanks, the cooperation which the Film Library has received from the distributors, which includes prints in fine condition for exhibition.

There will be a convention of the Committees of the Children's Film Library in New York, March 22-23-24, to which Mrs. Dawson urged the Toronto Committee to send delegates.

Following Mrs. Dawson's talk, there was an open Forum for questions.

Mrs. Dawson was born in Canada, she is a naturalized American. A graduate of McGill University, and did post-graduate work at Columbia and New York City Universities.

1,700 WEEKS THE ROBE

In 605 first play-dates in the U.S. and Canada, *20th Century-Fox's* The Robe, played 1,700 weeks, an average of three weeks per engagement.

The Robe is playing a return engagement in The Globe, New York, and is reported to have grossed over $20,000,000 during the first seventeen weeks of its release. Even the most sceptical must admit, that a very large portion of these millions is attributed to *CinemaScope* and Stereophonic Sound with the picture.

17 IN PRODUCTION CURRENTLY IN HOLLYWOOD

Seventeen new pictures are before the cameras in Hollywood, *Paramount*, The Country Girl; *Paramount-Wallis*, The Big Top; *Allied Artists*, Two Guns and a Badge; *Columbia*, Those Reported Missing; *Paramount*, Bridge at Toko-Ri and from *Warners*, Lucky Me, the latter two which are complete.

Peter Myers, 20th-Fox Canad'n Gen.-Mgr. Writes To Canadian Exhibitors

"I am very disturbed to hear that some of the smaller-theatre operators for some reason or other have the impression that 20th Century-Fox is not interested in their welfare, whereas if anyone has read the statements from our top executives he would know it is quite the contrary.

"True, this Company has embarked on the production of pictures in CinemaScope and this was done to give our industry the stimulation it sorely needed—certainly not to hurt anybody.

"The public response to CinemaScope has been greater than our fondest expectations. THE ROBE will be the biggest grosser in the history of this business, and from the first engagements of HOW TO MARRY A MILLIONAIRE it seems certain this picture will be the second largest grosser. BENEATH THE 12-MILE REEF and KING OF THE KHYBER RIFLES are doing equally as well.

"This Company is not alone in launching CinemaScope. MGM will make about twelve pictures; most of Warners important pictures will be in this medium; Columbia, United Artists, Empire-Universal, Disney, Allied Artists, etc., will all make important pictures in CinemaScope.

"Stereophonic Sound is quoted at approximately $4,000. Lenses already are down to $1,700 and the Miracle Mirror Screen delivered in Canada is $2.75 per square foot—so you can see that it will not be long before we are in your league.

"In the meantime this Company is making a number of 2-D pictures especially designed for small-town audiences. Most of these are in Technicolor and are Action Stories with the best stars and directors that are on contract to this Company.

"These 2-D pictures will tide you over until you are ready to make your CinemaScope installation — then you will have a wealth (and I use this word advisely) of product in this great new medium for your theatre.

"Please be assured that a company as large as Twentieth Century-Fox, serving some 20,000 theatres in the United States and Canada, is not interested in curtailing CinemaScope business to a handful of the larger theatres. We do have your interests at heart and I am sure, before another year has gone by, that you too will be indebted to our President, Mr. Sypros Skouras, for his leadership and foresight and CinemaScope.

Kindest personal regards.

Sincerely, *Peter S. Myers,*
Canadian Gen. Mgr. 20th
Century-Fox."

Question: AT WHAT AGE SHOULD A GIRL MARRY?
"WELL, I THINK IF THEY'RE BIG ENOUGH, THEY'RE OLD ENOUGH!"
CONSTANCE BENNETT
ILKA CHASE
DR. MANNING
GLADYS GLOVER
WENDY BARRIE

The crazy-mixed-up "Born Yesterday" cutie... in the comedy of the year!

Columbia Pictures laughingly presents Judy Holliday in "It Should Happen To You" co-starring Peter Lawford with Michael O'Shea and introducing Jack Lemmon • Story and screen play by Garson Kanin • Produced by Fred Kohlmar and directed by George Cukor .... To Be Released In March

CAPITAL STORY

By BILL McLAUGHLIN

A full-dress debate in the House of Commons on the government's policy of transferring the National Film Board to a new site in Ville St. Laurent, a suburb of Montreal, will be heard in the next few days. This despite the fact the government is now definitely committed to the NFB transfer and has awarded the contract for the new studio to the George Hardy Limited construction firm of Toronto. Criticism of the NFB's short subject, Farewell to Oak Street, was also made in the House last week by Charles Henry, Liberal member for Toronto Rosedale. The film deals with the low-rental Regent Park housing development to replace a former slum area and is being released through Columbia.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second week. Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.
SHEA'S
The Eddie Cantor Story (WB) Technicolor with Keefe Brasselle.
UNIVERSITY & EGLINTON
The Best Years Of Our Lives (RKO) with Fredric March.
NORTOWN
Kiss Me Kate (MGM) Color with Kathryn Grayson.
ODEON-CARLTON
Top Banana (UA) Color with Phil Silvers.
HYLAND & CHRISTIE
Personal Affair (JARO) with Gene Tierney.
UPTOWN
Glenn Miller Story (E-U) Technicolor with James Stewart.
LOEW'S
Second week. The Long, Long Trailer (MGM) Color with Lucille Ball.
DOWNTOWN
War Arrow (E-U) Technicolor and Flight Nurse (E-U).

MONTREAL

PALACE
Second week. Knights of the Round Table (MGM) CinemaScope and Technicolor with Ava Gardner.
LOEW'S
Second week. Here Come The Girls (Para.) Technicolor with Bob Hope.
PRINCESS
Jivaro (Para.) Technicolor with Fernando Lamas.
CAPITOL
So Big (WB) with Jane Wyman.
STRAND
The Big Heat (Col.) with Glenn Ford.
KENT
Julius Caesar (MGM) with an all star cast.
ALOUETTE
La Dame aux Camelias with Nelly Corradi.
ORPHEUM
Moulin Rouge (UA) Technicolor with Jose Ferrer.
AVON INTERNATIONAL CINEMA
Strange Witness (Alliance) with Angelo.

WINNIPEG

CAPITOL
Here Come The Girls (Para.) Technicolor with Bob Hope.
MET
Money From Home (Para.) Technicolor with Dean Martin and Jerry Lewis.
GAIETY
Second week. Martin Luther (IFD).
OSBOURNE
Minute of Truth (Cardinal) with Michelle Morgan.
GARRICK
A Blueprint For Murder (20th-Fox) with Joseph Cotten.
ODEON
Glenn Miller Story (E-U) Technicolor with James Stewart.
GRAND
The Fake (UA) and The Ring (UA).

VANCOUVER

CAPITOL
2nd week. Beneath The 12-Mile Reef (20th-Fox) CinemaScope and Technicolor with Terry Moore.
ORPHEUM
3rd week. Mogambo (MGM) Technicolor with Clark Gable.
STRAND
Thunder Over The Plains (WB) WarnerColor with Randolph Scott.
VOGUE
Glenn Miller Story (E-U) Technicolor with James Stewart.
PLAZA
Forbidden (E-U) and the Steel Lady (UA).
PARADISE
War Paint (UA) Pathe Color and The Square Ring (JARO).
STUDIO
5th week. Martin Luther (IFD).
INTERNATIONAL CINEMA
Second week. Innocents In Paris (Cardinal) with Alastair Sim.

CALGARY

CAPITOL
Second week. Beneath The 12-Mile Reef (20th-Fox) CinemaScope and Technicolor with Terry Moore.
PALACE
Escape From Fort Bravo (MGM) Color with William Holden.
GRAND
Prisoners of the Casbah (Col.) Technicolor and Man In Hiding (UA).
UPTOWN
Miss Sadie Thompson (Col.) Technicolor with Rita Hayworth.
TIVOLI CINEMA
The Conquest of Everest (JARO) Technicolor.
STRAND
Appointment In Honduras (RKO) and The Sea Around Us (RKO).

SAINT JOHN

PARAMOUNT
Paratrooper (Col.) Technicolor with Alan Ladd.
CAPITOL
The Best Years Of Our Lives (RKO) with Frederic March.
KENT
The Country Parson (Peerless).
STRAND
Glenn Miller Story (E-U) Technicolor with James Stewart.

The Canadian Repertory Theatre group is presenting The Holly and the Ivy on the stage of the LaSalle Academy Playhouse. Movie version of the English play is now on its third week at the Little Elgin Theatre and the relative merits of the two mediums are being talked about wherever movie and stage followers gather over their cokes and cigarettes.

Ed Leigh, at Toronto head office of Sam Fingold's National Theatre Services, took ill shortly after arriving in Ottawa to look after installations at the Glebe Cinema, acquired by NTS effective Mar. 1, and had to be removed to Civic Hospital for an appendectomy. Leigh, who has recovered nicely, was a manager at Brampton and Dundas before going to the circuit's headquarters.

Ron Wedgewood, previously manager at Oakville and Milton, goes to the Ottawa Century, replacing Clarence Chamberlain, who becomes manager of the Glebe Cinema.

Protestant clergymen of Ottawa and surrounding communities are campaigning for Reaching From Heaven, now at the Century Theatre in the West End. Showing for one week on a single bill, the film was acclaimed by the clergymen as "the finest of its type yet produced."

ODEON INSTALLS WIDE SCREEN

Mr. Forsyth, Asst. General Manager, *Odeon Theatres (Canada) Ltd.* has informed *The Digest* that *Odeon Theatres* in the majority of Key A situations will have wide screens installed, not later than the end of April. *Mr. Forsyth* added that the screens being installed, "will be suitable for all wide screen presentations."

Questioned as to the installation of equipment for Stereophonic Sound, *Mr. Forsyth* announced that the Capitol, Hamilton, and Capitol, Moncton (*Odeon-Garson*) are being equipped for Stereophonic Sound. As to the other theatres, now being equipped for wide screen, *Mr. Forsyth* stated, "that the installation of Stereophonic Sound is still under consideration."

Bernard Charman, Managing Editor, *Daily Film Rentor*, London, England, cabled *The Film Daily* on Thurs. Feb. 25th, discussing the situation of Odeon and Fox, as follows:

"With *J. Arthur Rank* refusing to make further commitments to install Stereophonic Sound, *20th-Fox* in the future will offer its *CinemaScope* pictures on the open market in Britain, it was revealed yesterday by *Spyros P. Skouras*, president.

"*JARO*, it was said, has not commitments for *CinemaScope* films beyond 'The Robe' and 'How To Marry A Millionaire'. And, with *Rank* and *John Davis* refusing to install stereo sound in additional *Rank* houses, *20th-Fox* will take competitive bids for all future pictures, beginning with 'Beyond the 12-Mile Reef'."

Academy Award Winner

JOHN HUSTON

...directed it...

on location in Africa and Europe, topping anything he's ever done before, including "Moulin Rouge" and "African Queen"!

Academy Award Winner

HUMPHREY BOGART

...stars in it...

the Academy Award adventurer... in his biggest adventure of all!

Academy Award Winner

JENNIFER JONES

...co-stars in it...

a great actress in the most challenging role of her career!

Firebrand

GINA LOLLOBRIGIDA

...smolders in it...

a torrid new talent makes her American debut in a role as fiery as the Mediterranean sun!

And a Cast Headed By

PETER LORRE
ROBERT MORLEY
EDWARD UNDERDOWN

as a sinister, treasure-hunting conspiracy ruthlessly battling for the greatest fortune of the age!

Available NOW For March Bookings!

BEAT THE DEVIL

SANTANA PICTURES presents

HUMPHREY BOGART
JENNIFER JONES
GINA LOLLOBRIGIDA

in JOHN HUSTON'S production of

Beat The Devil

co-starring

ROBERT MORLEY

with

PETER LORRE - EDWARD UNDERDOWN

Screenplay by JOHN HUSTON and TRUMAN CAPOTE
From the novel "Beat the Devil" by JAMES HELVICK
Directed by JOHN HUSTON

A SANTANA-ROMULUS PRODUCTION

"Looks like money-maker! 'BEAT THE DEVIL' is in the same classification as the smash hits 'THE AFRICAN QUEEN' and 'MOULIN ROUGE'."—*Variety*

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